

New Normal For Cleaning and Restoration Contractors

Unless you have been in a coma for most of 2020, you know we are dealing with an entirely new and different business challenge today. Yes, the “pandemic.” It has changed our daily life; at home, in public, at work, everywhere we go and everything we do.

OPINIONS

By viewing, reading, (and sometimes commenting), on the enormous stream of comments about the pandemic, it's difficult to fully embrace all angles. In fact, there are opposing comments, both of which make great sense and logic. However, emotion is the number one trigger moving people. Emotion is how we view almost everything we say and do.



CHANGED

Business today, and moving forward for the foreseeable future, has significantly changed. Many of our employees are fearful of the virus, and some are so fearful they don't want to work in the office anymore. Expand this concern to your customers! This thought process is at work with many of your customers also. It is no longer “business as usual!” The world has changed, and your customers now expect you to operate at a high level of safety and cleanliness.

REALITY

According to the [Centers for Disease Control](#) (CDC), *"a person can get COVID-19 by touching a surface or object that has the virus on it, and then touching their own mouth, nose, or possibly their eyes."* The CDC explains that direct person-to-person spread is still the most common avenue of viral transmission. However, touching common surfaces still pose a risk for your employees and customers. In fact, some studies suggest that the coronavirus could live for days on common surfaces.

EXPECTATIONS

Your customers will expect you to treat their home and their business differently than you have in the past. Sure, previously, many of us used booties, walk-off mats, and protective runners (drop cloths), corner buddies, and other things to provide our client with the assurance that we were being careful with their home. Today, and moving into the near future, **you can expect customers to:**

- limit access to their home
- use internet technology for monitoring
- wearing PPE, gloves, goggles, etc.
- wear a face mask
- clean and disinfect surfaces that you touched
- use tablets and phones for signatures
- use email instead of paper documents
- touchless payments
- touchless faucets, soap dispensers, and hand drying equipment
- online appointments
- QR codes for access to websites, review sites, menus
- Zoom or video calls to view damage or conditions
- embrace local small businesses more than the national chains

WELCOME

It's quite apparent from the above list, and the attitudes of the public, combined with what people are demanding openly to businesses, we are already in a "new normal" business climate. Even if we have the opinion the pandemic is overblown, or see it as political, the fact remains that business has radically changed in 2020 and consumers are demanding a totally new and different interaction and engagement. Organizations, both governmental and private sector industry will have to conduct business in a new and safe way, just to reassure customers they will be safe working for you or hiring you!

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